

Presentation forum

“Energy efficiency as an indicator of quality in household appliances”

	<i>Presentation</i>	<i>Speaker</i>
<i>Political and legal conditions</i>		
10:00-10:40 a.m.	<i>Welcoming remarks Energy efficiency policy in the EU and Germany (goals, poten- tials, strategies, measures)</i>	<i>Dr. Norbert Leffler, Federal Ministry of Economics and Technology</i>
10:40-11:00 a.m.	<i>Awards ceremony honouring the most energy- efficient appliances entered in the “Outstanding Energy Efficiency 2008” competition</i>	
11:00-11:30 a.m.	<i>Interaction of the EU label and ecological design (status of implementation / review)</i>	<i>Annegret-Cl. Agricola (dena)</i>
11:30-11:50 a.m.	<i>Coffee break</i>	
11:50 a.m.- 12:20 p.m.	<i>The future of energy consump- tion labelling from the perspec- tive of appliance manufacturers</i>	<i>Werner Scholz (ZVEI)</i>
12:20-12:40 p.m.	<i>Discussion</i>	
<i>Incorporation as a quality indicator at the point of sale and in communication with consumers</i>		
12:40-1:10 p.m.	<i>The importance of energy efficiency to consumers</i>	<i>Dr. Holger Krawinkel (Federal Association of Consumer Protection Organizations)</i>
1:10-1:30 p.m.	<i>Coffee break</i>	
1:30-2:00 p.m.	<i>The significance of energy efficiency for the retail trade</i>	<i>Steffen Kahnt (Verbraucherzentrale Bundesverband)</i>
2:00-2:30 p.m.	<i>Case study: Positioning of energy efficiency as a quality feature at the point of sale</i>	<i>Klaus Wilmsen (Karstadt Warenhaus GmbH)</i>
2:30-3:00 p.m.	<i>Concepts for integrating energy efficiency as a quality feature at the point of sale</i>	<i>Christina Camier (dena)</i>
3:00-3:30 p.m.	<i>Closing discussion</i>	

Venue: Congress Centre East, Conference Rooms
Simultaneous interpreting, German/English